

Approved



**ENHANCED MUNICIPAL SERVICES DISTRICT COMMISSION
CITY OF SCOTTSDALE
PINNACLE CONFERENCE ROOM
7575 EAST MAIN STREET
SCOTTSDALE, ARIZONA
FEBRUARY 16, 2005
MINUTES**

PRESENT: Scudder Gookin, Jr., Chairman
Paul Piazza, Vice-Chairman
Marilyn Atkinson, Commissioner
Anselm Bischoff, Commissioner
Bambi Johnson, Commissioner
Steven Scholz, Commissioner

ABSENT: Sally Shaffer, Commissioner

STAFF: Michelle Korf, Deputy Director
John Little, Executive Director of Downtown
David Meinhart, Transportation staff
Debbie Astin, Transportation staff

**OTHERS
PRESENT:**

DeEtte Person, Olson Communications
Stan Yamamoto, Park & Company
Michele Olson, Olson Communications
Clark Johnson, 5th Avenue Merchants Association
Frank Maguire, 5th Avenue Merchants Association
Michael Fernandez, Brown Stetson Merchants Association
Lois Fitch, Downtown Ambassador
Lauren Kapinos, Scottsdale Convention & Visitors Bureau
Ginny Taylor, Marshall Way Arts District
Lindsey Nystedt, Food and Lifestyles
Maureen Husbery
Kathy Duley
Kendrick White
Craig White
Michelle Cubas
Deb Eldridge

CALL TO ORDER

Chairman Gookin called the meeting of the Enhanced Municipal Services District Commission to order at 5:30 p.m. He stated we do not yet have a quorum so we will skip ahead to a non-action item.

FY 06 MARKETING PLAN

Mr. Little stated the purpose of this agenda item is to get feedback from people interested in the marketing plan for fiscal year 06. He provided information on the boundaries of the EMSD. He explained the marketing plan is the basis of the EMSD budget. Per the ordinance, the EMSD Commission is charged with recommending to the City Council a budget for the assessments from the district. The Commission relies upon the input from EMSD stakeholders in the development of its marketing plan.

Chairman Gookin stated let the record reflect that Commissioner Atkinson, Commissioner Johnson, and Commissioner Scholz have arrived and we do have a quorum.

Mr. Little stated he would like to begin the discussion regarding what we are doing well. The visitors, Commission members' and marketing consultants' provided the following feedback regarding what they felt was working:

- ◆ Clean up and beautification
- ◆ Increased money to individual districts
- ◆ Scottsdale Downtown branded collectively

Chairman Gookin read into the record the recommendations of the EMSD Marketing Working Group as listed below:

There was general agreement among working group members for:

1. More print advertising locally to residents and visitors through newspapers, magazines and similar direct mail publications, radio, interactive website. (Many residents/ visitors don't know about downtown, haven't been downtown lately, are in Scottsdale, etc.)
2. Expanded and more extensive public relations program as the budget allows.
3. The downtown marketing program this year is solid but is missing the local advertising component.

Marketing Group recommendations to the EMSD Commission for the 2005-06 marketing plan:

1. Request additional funding through City Council:
 - a. \$100,000 for local print advertising through newspapers, magazines, radio, interactive website; and
 - b. \$30,000 for administration expenses for the Area Grants program.
2. Allocate \$150,000 to the five specialty districts for the Area Grants program.
3. Fund: fall and spring NASCAR activities, Quick Guide, Certified Folder Display Service Downtown Map & Directory, Ambassador map, Rock 'n Roll Marathon sponsorship & related, Parada del Sol, ads in Barrett-Jackson and all Arabian Horse Show programs, Scottsdale Stadium spring training sponsorship, concierge outreach, interactive website programming, expanded public relations program.
4. Consider funding: City's Finest (with feedback from resort/hotel concierges), newspaper ad in advance of Insight.Com Bowl and Fiesta Bowl games (rather than an ad in the game programs), an ad in Insight.Com Bowl and Fiesta Bowl school programs.

Additional comments from other participants include:

- ◆ Continued Collaboration among the EMSD and the Scottsdale CVB
- ◆ Boost trolleys presence beyond the downtown area
- ◆ Service businesses support local and each other
- ◆ Horse draw trolley program expanded
- ◆ Emphasis on local and CVB focuses on bringing visitors from outside of state
- ◆ Emphasis on dining and night life
- ◆ CVB reports on visitor experiences
- ◆ Bring more cultural activities into the downtown
- ◆ Horse trolleys expanded to go to the resorts
- ◆ Get local businesses on board with New Years Eve.
- ◆ Cooperative spirit
- ◆ Advertising and PR targeted to locals
- ◆ Compliment CVB effort, concierge program

- ◆ Emphasis on local
- ◆ Branding campaigns customized to events

Mr. Little requested feedback regarding things to do differently. The visitors, Commission members' and marketing consultants' provided the following feedback regarding what they felt were things to do differently:

- ◆ Rely on CVB for programming
- ◆ More presence at events booths
- ◆ Add more membership to marketing working group
- ◆ Better signage for Downtown Districts
- ◆ Get parking garages finished
- ◆ Draw attendees from events in the north to downtown
- ◆ Have promenades

Mr. Little suggested having a presentation from the Capital Projects group regarding signage at the next Commission meeting.

Chairman Gookin read into the record the recommendation of the EMSD Marketing Working Group related to what not to do:

1. Do not fund: City View In-room and ad in Program for the Arts.
2. Consider funding: Cities Finest (with feedback from resort/hotel concierges), newspaper ad in advance of Insight.Com Bowl and Fiesta Bowl games (rather than an ad in the game programs), an ad in Insight.Com Bowl and Fiesta Bowl school programs.

Mike Fernandez inquired if the City would consider expanding the EMSD boundaries to increase the budget. Mr. Little explained that State law prohibits expanding the boundaries.

The group continued the discussion regarding what they would like to see continued and what they would like to see different:

- ◆ Increase music and entertainment opportunities
- ◆ Expand concierge outreach

- ◆ Ambassadors program
- ◆ More Trolley stops for spring training
- ◆ Local events need support that CVB can't support
- ◆ Banners and electric outlets along Main Street
- ◆ Review effectiveness of ads
- ◆ Review sponsorship opportunities
- ◆ Compare Rock 'n Roll Marathon as compared to 03 how well did it do. Review survey and sales tax figures.

Lindsey Nystedt, AZ Food and Lifestyles, stated that she would like to present another option for the EMSD to capture the local audience. She requested the opportunity to present information on the services AZ Food and Lifestyles could provide later.

The group continued the discussion regarding what they would like to see continued and what they would like to see different:

- ◆ More horse trolleys to ride for free
- ◆ Do more with the Arabian Horse Show
- ◆ Do more with Blue Night and the Bon Appetite event.

Mr. Little stated that if anyone has additional ideas to provide them to staff.

Ginny Taylor stated that she would like to go on record as saying that she has enjoyed working with Olson Communications and they have worked very hard and deserve a lot of credit. She further stated that she would also like to go on record and say how hard the city staff has worked.

Chairman Gookin thanked the marketing working group for all of their hard work.

TROLLEYS

David Meinhart provided an overview of the downtown trolley, resort trolley and the Giants Spring Training shuttle. He reviewed the downtown trolley route. He discussed the trolley rider trends. He presented information on the plans for the future. Mr. Meinhart responded to questions and comments from the group regarding trolley service.

Chairman Gookin expressed his concern that the trolleys don't stop at the downtown hotels. Mr. Meinhart replied staff has heard that concern and is working on that and hopes to have that service by next year.

Commissioner Atkinson requested that before the route is firmly established it is presented to the Marketing Working group and Commission for review and input. She stated we need to be involved in the process. She reported that Spring Training is critical to the businesses downtown and there has been an enormous amount of frustration that we were not included in the process.

Commissioner Scholz stated from his own experience he felt the trolley service is doing a fantastic job.

Commissioner Piazza stated that it is important the concierges provide information regarding the trolleys.

Lois Fitch provided information on how the Ambassadors are working with the trolleys. She suggested having a trolley pick up people for the signature events and bring them to the downtown. Mr. Meinhart replied staff is always looking at ways to provide better service but he was not sure if the trolleys could be used as a charter service because Federal funds were used to purchase them. And it is important to use them as much as possible in way that is available to everyone.

Ms. Fitch inquired why the decision was made to include Saturdays and Sundays. Ms. Astin replied Saturdays are included but staff was advised Sunday was not a busy day. Commissioner Atkinson reported Sunday is one of our busiest days.

Mr. Fernandez suggested providing the City's bottled water on the trolleys in the summer. Mr. Meinhart stated that is a good thought. Staff would look into it.

Frank Maguire stated that the trolleys are a great service that is unique to Scottsdale. He further stated that we would like to be involved in planning the route for next year. He suggested having the trolley route pass City Hall, Library, and the hospital.

Ms. Fitch commented that the trolley drivers are many times not ringing the bell.

AREA GRANT APPLICATIONS/STATUS

Michael Fernandez, Brown Stetson Merchants Association, made a presentation requesting area grant funds to purchase news paper advertising in Carefree/Cavecreek/Fountain Hills with half page ads and quarter page article write ups during the months of March and April 2005. The funding amount requested is \$11,000.00.

COMMISSIONER ATKINSON MOVED TO ACCEPT THE REQUEST FROM THE BROWN STETSON MERCHANTS ASSOCIATION FOR THE SUM OF \$11,000.00 TO PURCHASE NEWSPAPER ADVERTISING. SECOND BY COMMISSIONER PIAZZA.

Commissioner Piazza suggested using the word great not good, and breaking the list into categories.

Commissioner Bischoff recommended showing on the map access to the 101.

Commissioner Atkinson stated she felt the logo needs to be larger. Ms. Olson requested using the new logo.

Chairman Gookin called for the vote.

THE MOTION PASSED UNANIMOUSLY.

Michael Fernandez, Brown Stetson Merchants Association, made a presentation requesting area grant funds for the Spring Training Trolley Shuttle Program. The funding request is for \$7,000.00.

COMMISSIONER ATKINSON MOVED TO ACCEPT THE REQUEST FROM THE BROWN STETSON MERCHANTS ASSOCIATION FOR THE SUM OF \$7,000.00 FOR THE SPRING TRAINING TROLLEY SHUTTLE PROGRAM. SECOND BY COMMISSIONER PIAZZA.

Commissioner Piazza stated that he felt it would make more sense to have the trolley go down Main Street rather than going down Second Street.

Chairman Gookin called for the vote.

THE MOTION PASSED UNANIMOUSLY.

MARKETING WORKING GROUP UPDATE/RECOMMENDATIONS

Ms. Olson provided an update on the marketing groups activities.

APPROVAL OF MINUTES

January 19, 2005, meeting

COMMISSIONER PIAZZA MADE A MOTION TO APPROVE THE JANUARY 19, 2005, 2004, MEETING MINUTES AS PRESENTED. SECOND BY COMMISSIONER JOHNSON AND PASSED UNANIMOUSLY.

STATUS OF FY05 BUDGET

Ms. Korf provided an updated on the FY05 budget spreadsheets. Ms. Korf responded to questions and comments from the Commission members' regarding the FY05 budget.

Chairman Gookin stated at a previous meeting there were staff members from the Tax Department that had indicated they would provide the Commission with some reports. He further stated that he has not seen those reports. Ms. Korf reported that she would follow-up.

FUTURE AGENDA ITEMS/COMMISSIONER ANNOUNCEMENTS

Ms. Korf stated the next meeting would be on March 16, 2005. The Commission requested future agenda items:

- Area Grant Applicants
- Marketing Working Group Update
- Signage Program
- Recommendation to City Council regarding budget. (Staff will draft a letter)
- Consider planning something to promote the opening of the new garages

Commissioner Atkinson announced she has a new granddog.

Commissioner Johnson requested information on the construction on 5th Avenue. Ms. Korf reported there are weekly updates on the status on the Internet and the City is issuing press releases. She indicated she would follow up.

ADJOURNMENT

With no further business to discuss, the regular meeting of the Scottsdale Enhanced Municipal Services District Commission was adjourned at 8:00 p.m.